



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14

(prices in dollars per carton)

Fri. Jun 08, 2007

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		38.6% of 17,000 stores				21.8% of 17,000 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	60	1.20	920	1.06	10	1.56	140	1.00	60	0.84	750	0.71
	White 18 pack			370	2.39			340	2.43	110	0.98	440	0.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	120	1.19	970	0.93	50	0.99	590	1.18	160	0.90	1,590	0.73
SPECIALTY	White 18 pack			180	2.31			410	1.72			1,480	1.11
	Brown 12 pack												
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			1,750	2.62			1,350	3.25	260	3.13	820	3.04
	OMEGA-3												
CAGE-FREE	White 12 pack	10	2.00	1,340	2.18	110	2.10	300	1.93	200	2.50	1,160	2.18
	Brown 12 pack			370	2.28	590	2.50	590	2.50				
	CAGE-FREE												
	White 12 pack			20	2.79			30	2.40				
	Brown 12 pack	20	1.99	1,690	2.08			820	2.36			560	2.40

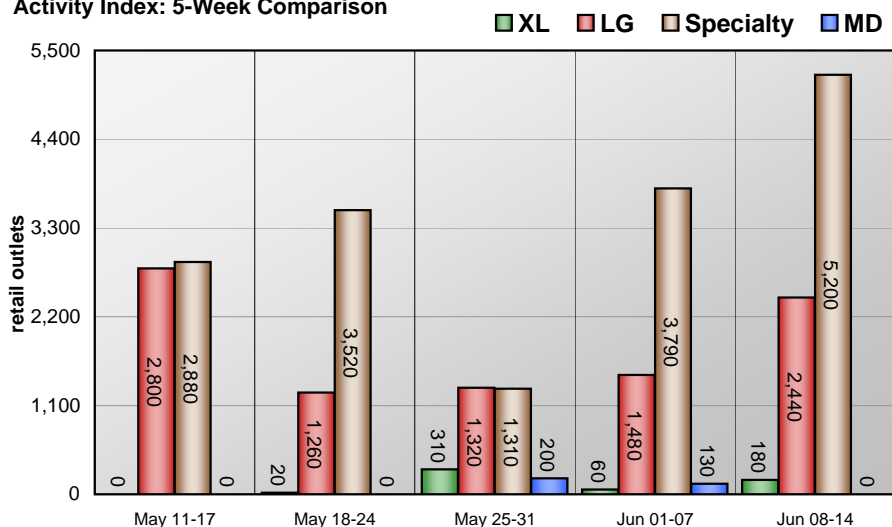
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,620	1,540	4,590	Large Eggs on
Specialty	5,200	3,790	3,000	Jun-04-2007
Total (includes MD)	7,820	5,460	7,750	421.8
Special Rate 4/:	11.0%	1.2%	22.3%	down 5%

5/: 1,000's of 30-doz cases

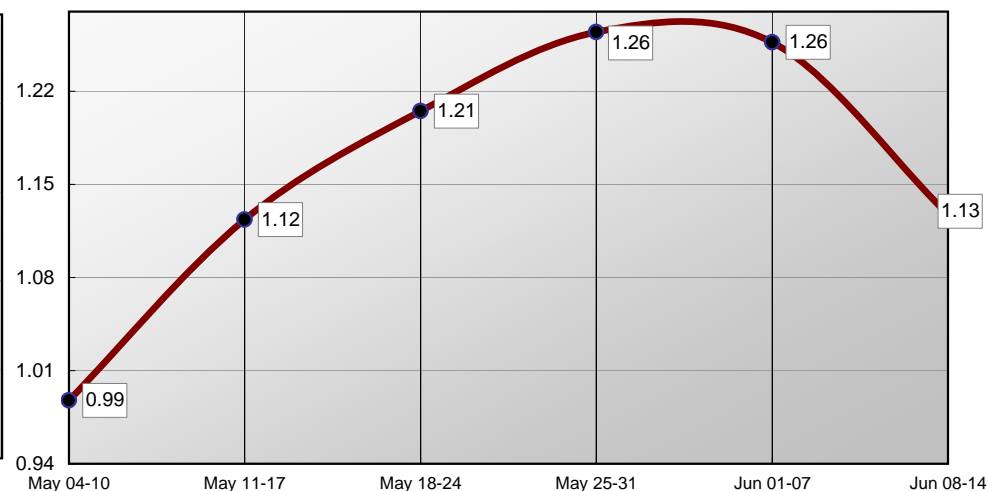
## SHELL EGG and EGG PRODUCTS FEATURING

Promotions on regular shell eggs are higher than a week ago, but still trending lower than to last years activity. Prices to consumers on Grade A or better Large white eggs dropped significantly compared to last week. The most activity is in the Central and Western regions. The Northeast, which was previously the forerunner, is the least active region. Specialty shell egg features are 37% higher than last week and 73% more than the same week a year ago. Certified USDA Organic brown continues commanding the most ad space. Cage Free brown and Omega-3 white eggs are also highly promoted this cycle. Overall activity on liquid eggs declined. 14-16 oz. cartons ads dominated this sector. Specials on other sized cartons and cups are sporadic.

## Activity Index: 5-Week Comparison



## Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		24.4% of 3,800 sampled outlets Activity Index = 1,420 (includes Medium)						30.3% of 4,700 sampled outlets Activity Index = 3,190 (includes Medium)						40.5% of 2,900 sampled outlets Activity Index = 1,110 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.19	10	1.19										0.88	10	0.88
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.77 - 1.00	60	0.98				0.69 - 1.19	160	1.05	1.19	120	1.19	0.69 - 1.19	630	0.94
	White 18 pack				1.99 - 2.50	160	2.42										1.48	20	1.48
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				4.49	200	4.49				2.00 - 3.00	950	2.06				2.77 - 3.00	290	2.85
OMEGA-3	White 12 pack	2.00	10	2.00	2.00 - 2.99	380	2.66				2.00	900	2.00				1.88	10	1.88
	Brown 12 pack				1.99 - 2.50	210	2.49				1.99 - 2.50	160	2.01						
	CAGE-FREE																		
CAGE-FREE	White 12 pack																		
	Brown 12 pack				2.00 - 2.50	390	2.33				2.00	1,020	2.00				1.88 - 2.99	30	2.54
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		46.3% of 2,700 sampled outlets Activity Index = 1,090 (includes Medium)						62.0% of 1,900 sampled outlets Activity Index = 630 (includes Medium)						61.3% of 1,000 sampled outlets Activity Index = 380 (includes Medium)					
USDA GRADE AA	White 12 pack	1.20	60	1.20	0.88 - 1.29	600	0.98				0.99 - 1.50	250	1.31				0.68 - 1.00	50	0.84
	White 18 pack										1.50 - 2.50	340	2.47				1.50	30	1.50
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 0.77	120	0.69												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.72 - 2.99	100	2.87										2.99	210	2.99
OMEGA-3	White 12 pack																		
	Brown 12 pack				1.66 - 1.79	50	1.75												
	CAGE-FREE																		
CAGE-FREE	White 12 pack										2.79	20	2.79						
	Brown 12 pack	1.99	10	1.99	1.99 - 2.00	150	2.00	1.99	10	1.99	1.99	10	1.99				1.99 - 2.00	90	1.99

Note: See page 1 for explanatory notes.



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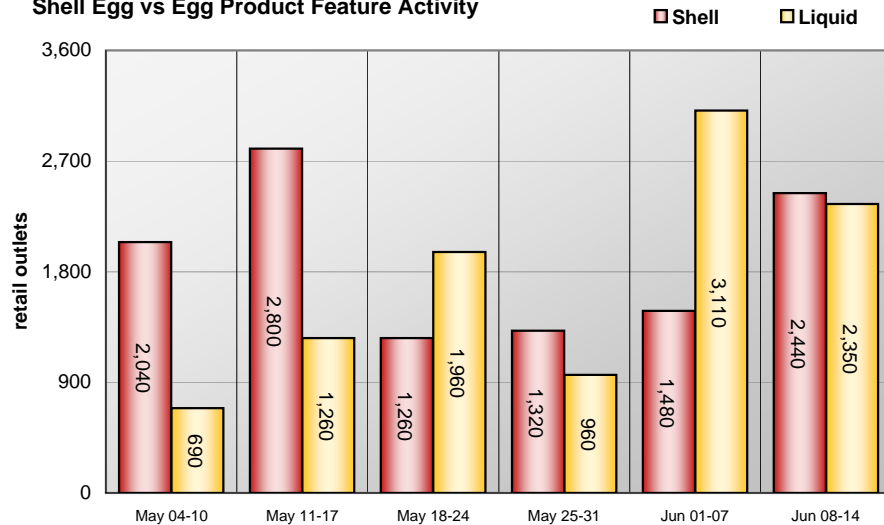
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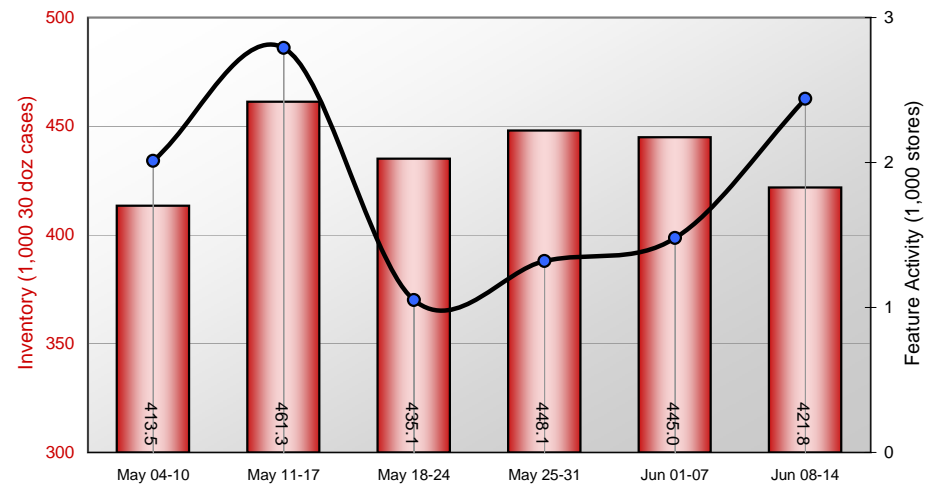
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EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.4%	16.2%	32.3% of 3,800 sampled	6.7% of 4,700 sampled	8.4% of 2,900 sampled	3.2% of 2,700 sampled	12.0% of 1,900 sampled	0.5% of 1,000 sampled
2/ Activity Index	2,350	3,110	Activity Index = 1,380	Activity Index = 330	Activity Index = 290	Activity Index = 90	Activity Index = 230	Activity Index = 30
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	2,050 2.52	1,930 2.36	2.00 - 2.99 1,300 2.58	2.00 - 2.50 210 2.25	2.00 - 2.50 280 2.43	1.96 - 2.99 90 2.12	2.00 - 2.99 140 2.96	2.00 30 2.00
32 oz. carton	190 3.41	1,180 4.06		2.89 100 2.89			3.99 90 3.99	
3 - 4 oz. cups	110 1.98		1.89 - 2.00 80 1.98	2.00 20 2.00	2.00 10 2.00			
2 - 8 oz. cups								

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.